

To: 2210 - Atlanta ROU, 2110 - Winston-Salem ROU, 1710 - Pittsburgh ROU,
 1810 - Cincinnati ROU (WEBSTES), 6610 - Denver ROU, 6210 - Chicago ROU,
 2610 - Dallas ROU, 6710 - Detroit ROU, 5110 - N. California ROU (MORRISL),
 6910 - St. Louis ROU (JOHNSOK4), 1210 - New York ROU (ALVICH),
 5810 - Houston ROU (HOWARD), 6310 - Minneapolis ROU (EUBANKS),
 5610 - Seattle ROU (SCOTTS), 5410 - S. California ROU (PECKHAK),
 1310 - Philadelphia ROU (METZG), 1110, 2310 - S. Florida ROU (FINKLEP),
 1610 - Buffalo ROU (BRZEZIE), 2910 - Richmond ROU (YOUNGP)
 DDA:MSMAIL=RJRWS/WSEXCH/BESTJ; O=RJREM; P=WSX400; A=RJR; C=US
 DDA:MSMAIL=RJRWS/WSEXCH/CUNDARP; O=RJREM; P=WSX400; A=RJR; C=US
 DDA:MSMAIL=RJRWS/WSEXCH/SANDERR; O=RJREM; P=WSX400; A=RJR; C=US
 DDA:MSMAIL=RJRWS/WSEXCH/WILMESD; O=RJREM; P=WSX400; A=RJR; C=US
 DDA:MSMAIL=RJRWS/WSEXCH/GRAMLED1; O=RJREM; P=WSX400; A=RJR; C=US

From: Washburn, M
 Posted: 1/20/98 13:22
 Opened: 1/21/98 9:11
 Subject: wal*mart 1st qtr promotion plan

ladies & gentlemen:

please communicate the 2 documents to all affected sales & retail representatives with this week's mailing.

key points:

1. Reps should not leave a copy of my letter with the stores
2. The text of wal*mart's twix to all stores dated 1/16/98 is attached. this can be left with stores.
3. All programs are matching competitive promotions and/or new brand introductions.
4. Non-participation is grounds for contract non-compliance.

any questions please advise.

marty washburn

ps: David Gramley

see distribution schedule for your reference in determining shipments to mclane divisions.

Sales	Retail
1221	1222 21
1222	1223 22, 27
1223	1226
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM REM

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